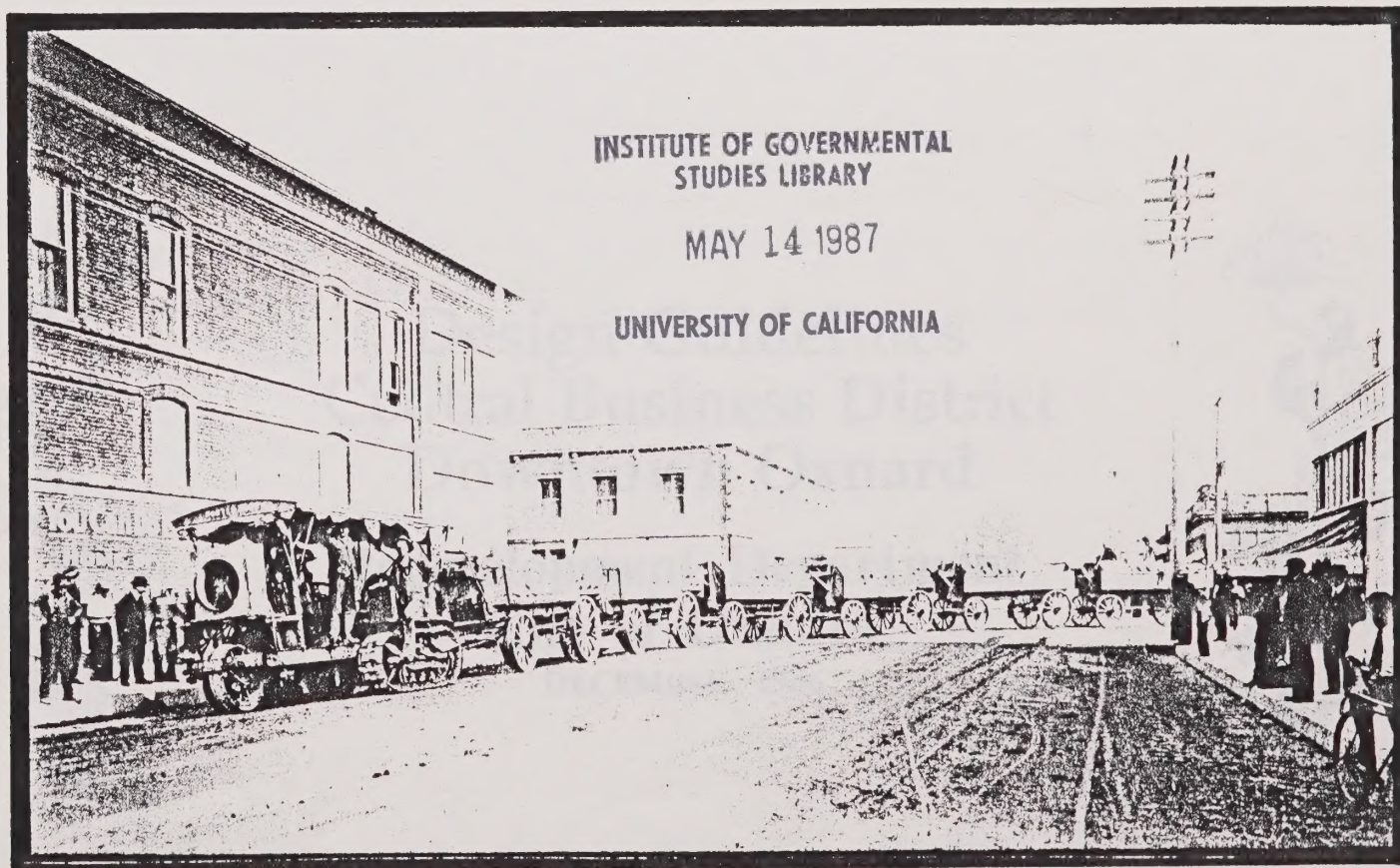


DESIGN GUIDELINES



CENTRAL BUSINESS DISTRICT
DOWNTOWN OXNARD

INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

MAY 24 1947

UNIVERSITY OF CALIFORNIA

TABLE OF CONTENTS

INTRODUCTION

DESIGN GUIDELINES

DESIGN GUIDELINES FOR THE CENTRAL BUSINESS DISTRICT

DESIGN GUIDELINES



Design Guidelines Central Business District Downtown Oxnard

**Redevelopment Department
City of Oxnard**

DECEMBER, 1986



Design Collection
Central Business District
Government of Ontario
Architectural Department
City of Toronto
1971



TABLE OF CONTENTS

INTRODUCTION:

PURPOSE & OBJECTIVES	1
POLICIES	3

STANDARDS:

COLORS	5
SIGNS	5
BUILDING MATERIALS	6
AWNINGS	7
SIDEWALK CAFES	9
ROOF GARDENS	9
LANDSCAPING	10
STREET FURNITURE & STREET LIGHTS	12
HISTORICAL SIGNS	13
SCREENING OF HVAC & TRASH ENCLOSURES	14
ALLEY AND REAR FACADES	15

CENTRAL BUSINESS DISTRICT MAP	16
-------------------------------------	----

CENTRAL BUSINESS DISTRICT ZONE ORDINANCE
(Including awning and sidewalk cafe standards)



Digitized by the Internet Archive
in 2024

<https://archive.org/details/C124892499>



PURPOSE

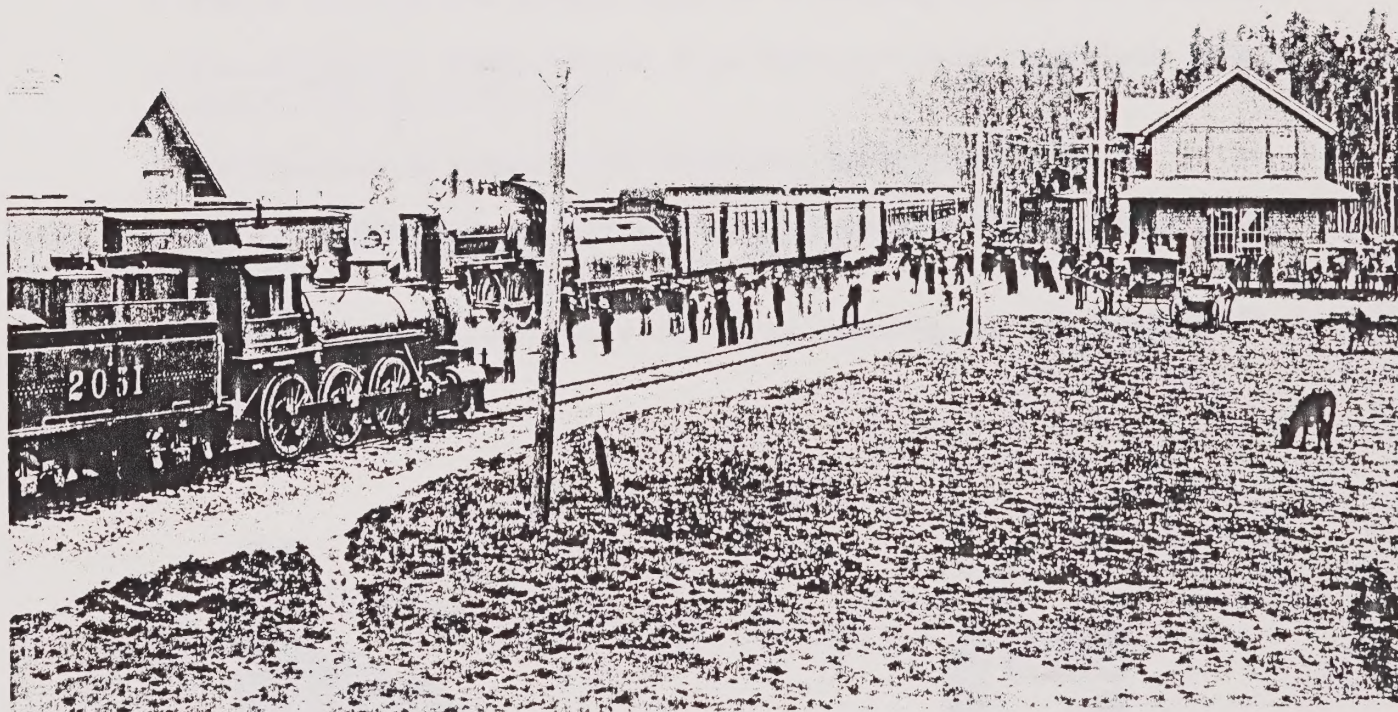
The purpose of this document is to serve as an architectural design manual for the implementation of rehabilitation and new construction within the Central Business District Zone in downtown Oxnard. This manual can be used by merchants, property owners and their architects in laying out new design and renovation plans for buildings and storefronts within the Central Business District following the "Early Oxnard" theme. This manual will be used by the Design Review Committee and City staff in reviewing proposal for exterior building modifications and new construction within the downtown area



OBJECTIVES

The major objectives of the Central Business District Design Guidelines are to :

- Through the use of design policies and standards, promote what will result in a village atmosphere, identifying the Central Business District as a unique specialty shopping and business environment;
- Protect and preserve the basic characteristics and architectural details of central Oxnard's turn-of-the-century buildings;
- Provide maximum use by, and convenience to, pedestrians.



Oxnard depot on Aug. 17, 1904

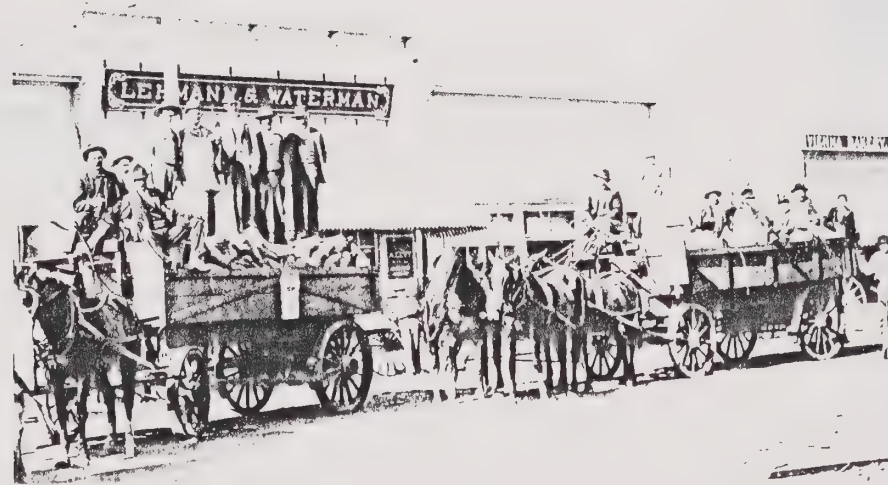


POLICIES

The following policies will help meet the objectives outlined above for the Downtown Business District.

1. Coordination of colors.
2. Use of awnings and awning signs as a unifying element for storefronts.
3. Use of painted and/or carved wood signs and neon compatible with, or one of, four lettering styles.
4. Coordination of primary and secondary building materials.
5. Use of landscaping accents such as planters and window boxes where possible.
6. Use of street furniture and traffic signs matching the "Early Oxnard" theme.





7. Use of exterior lighting on signs and buildings.
8. Preservation of historical (pre-1950's) signs painted on brick buildings.
9. Use of sidewalk cafes in keeping with the theme of the building they are adjacent to.
10. Installation of roof gardens.
11. Screening of HVAC on roofs and trash enclosures in the area.
12. Application of the architectural theme to the rear of buildings, along alleyways, and public right-of-ways.



STANDARDS

COLORS

The color scheme chosen for use in the downtown area presents a palate of choices, coordinating the color of awnings with stucco paint surfaces where brick is not used. This palate is available for review in the Redevelopment Department.

SIGNS

Signs shall be compatible with the architectural theme of the area.



Optima



QUENTIN



Americana



BUILDING MATERIALS

The desired building materials for the area is red brick. Secondary materials include the use of wood window framing and wood detailing of architectural elements such as cornices and columns. Where existing buildings do not have brick as the primary building material, efforts will be made to provide detailing and highlighting.

BUILT-IN SIGN PANEL

BRICK DETAILING

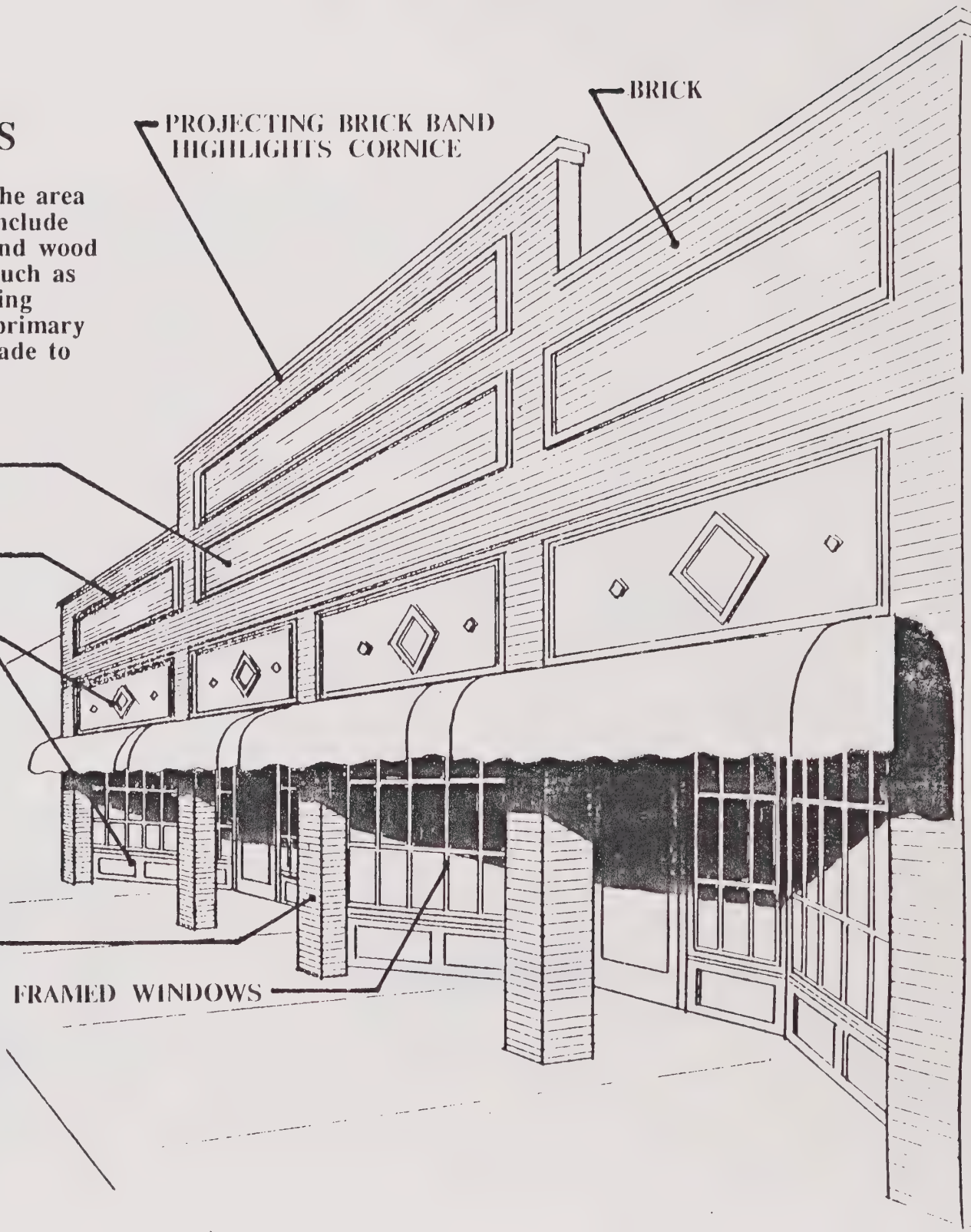
WOOD DETAILING

BRICK COLUMNS

WOOD FRAMED WINDOWS

PROJECTING BRICK BAND
HIGHLIGHTS CORNICE

BRICK

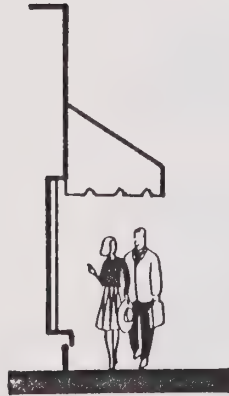




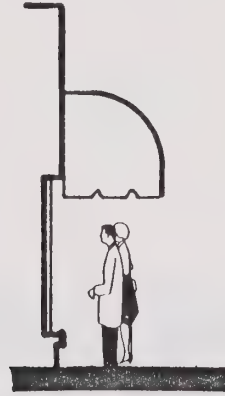
AWNINGS

Awnings shall be constructed and designed in accordance with applicable building codes. Materials used shall be durable canvas and the colors shall be those depicted in the color scheme in use in the downtown area. The awning sign policy should be consulted.

AWNING TYPES



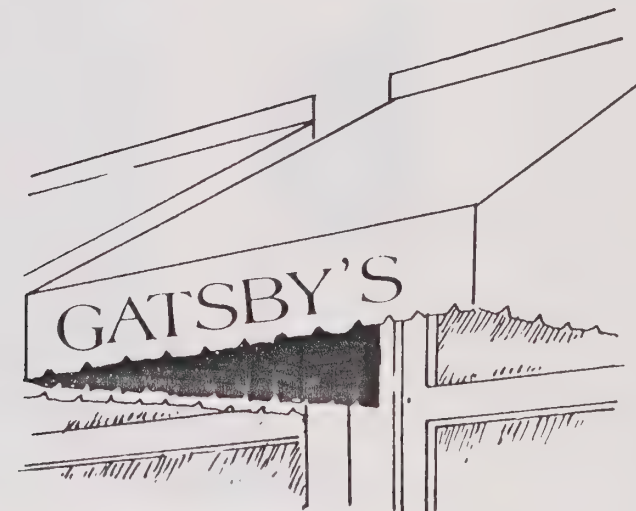
Shed

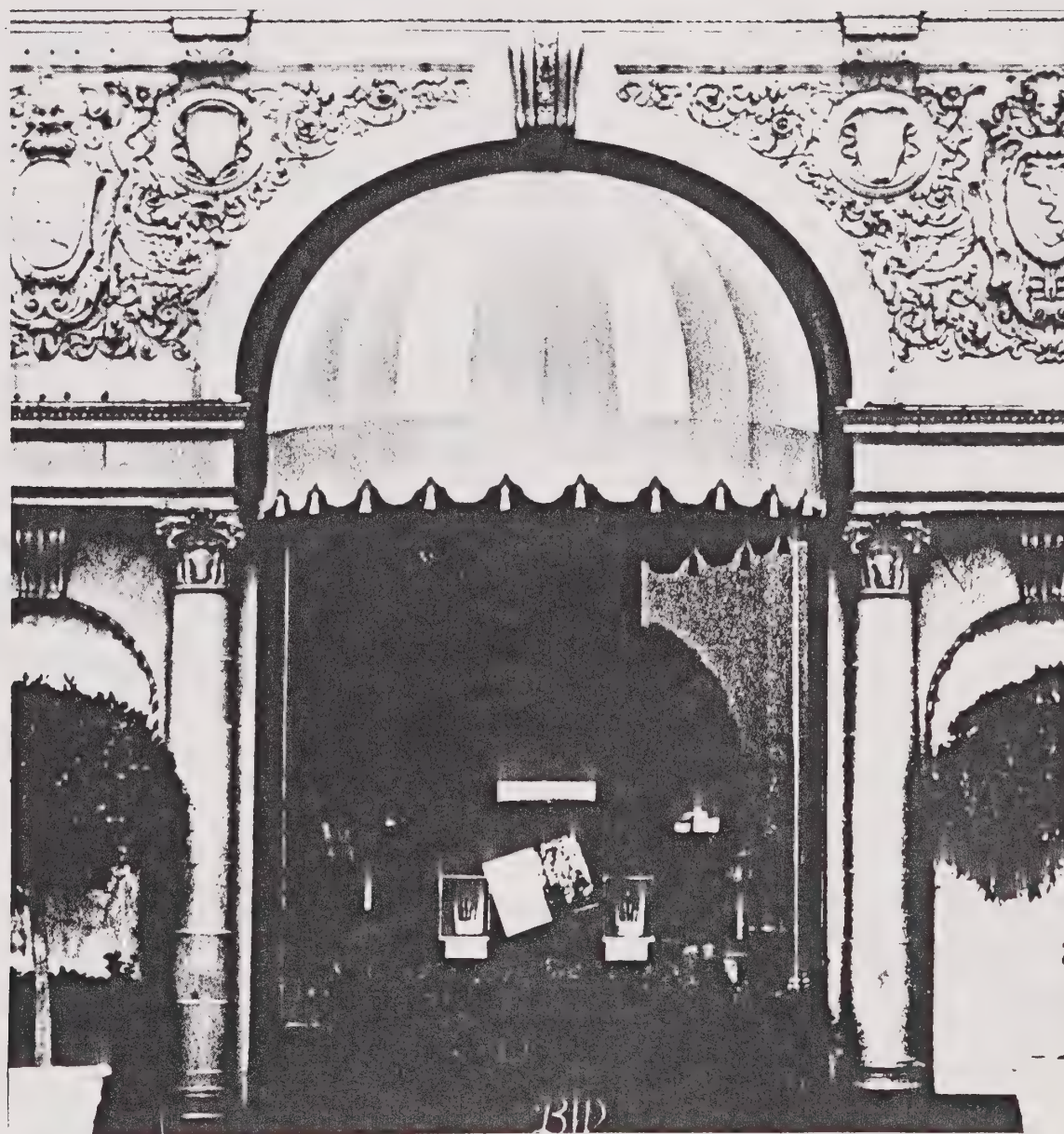


Barrel



Dome







SIDEWALK CAFES

The design of the cafes must be in keeping with the policies established for sidewalk cafes and in keeping with the design of the building. Sidewalk cafe areas may be delineated by planters and walls compatible with the architectural style of the buildings they serve. All landscaping should be accomplished with appropriate planting materials.

ROOF GARDENS:

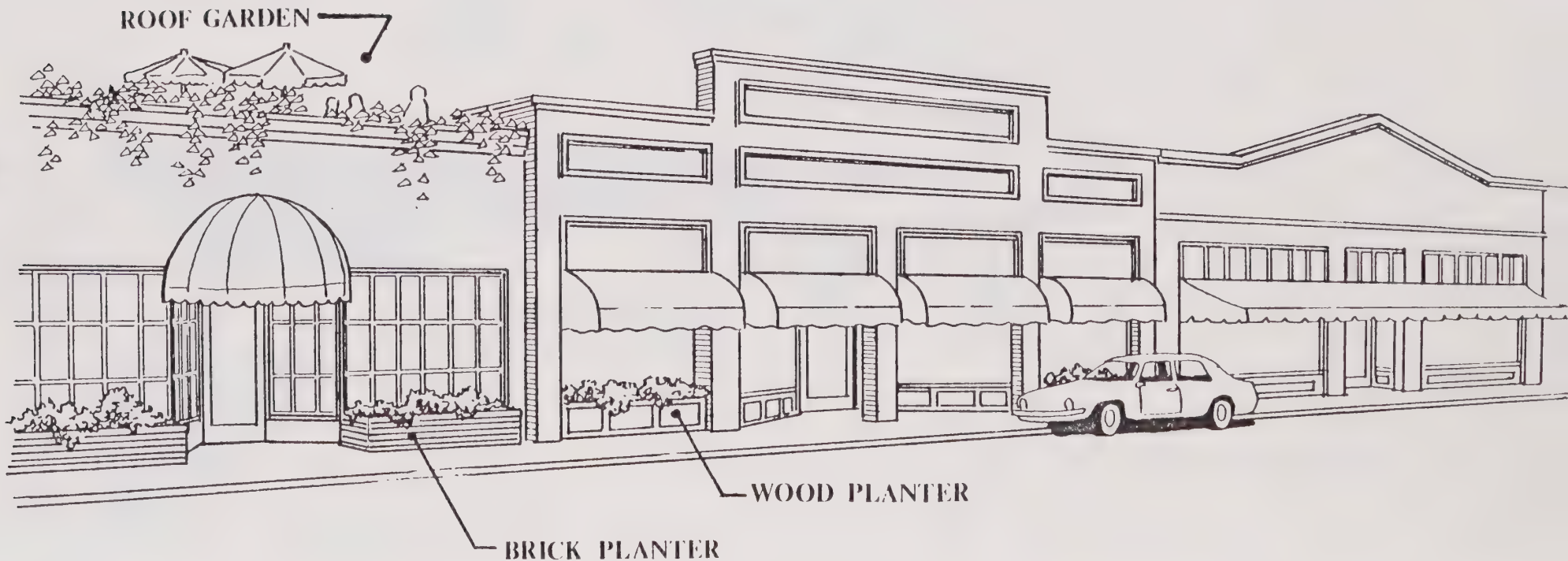
Roof gardens must be in keeping with the design of the building.

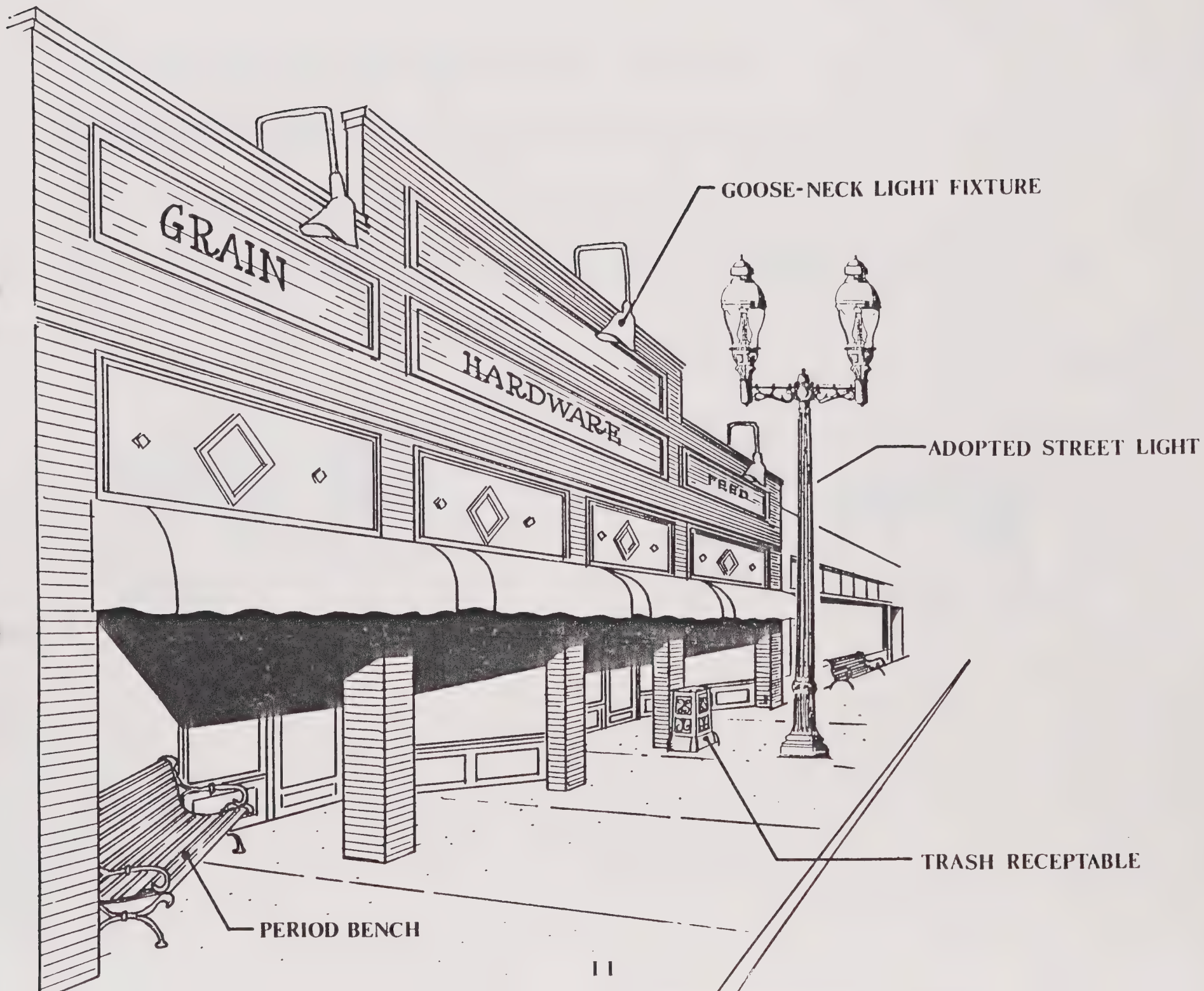
LANDSCAPING

As much landscaping as possible will be incorporated into the Central Business District. Planters will be constructed of brick or wood with automatic irrigation and built-in drainage systems. Trees on Oxnard Boulevard and Fifth Street shall be "Queen Palms" except in special theme areas such as the Transportation Center where "Carrot Wood" is used. Landscaping in building entry ways, in window boxes and in potted containers shall be encouraged. All such landscaping shall be self contained.

In addition, storefront planters shall meet the following standards:

- a. Planters shall not drain directly onto or over public sidewalk areas.
- b. Plant materials shall be of a "living" species (not artificial plants).



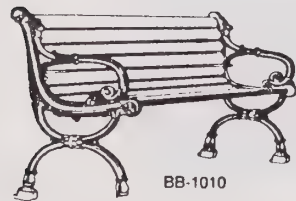


STREET FURNITURE AND STREET LIGHTS

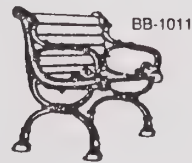
Installation and/or replacement of benches, trash containers, street lights, etc., shall be designed according to the "turn-of-the-century" theme for the area.

EXTERIOR LIGHTING

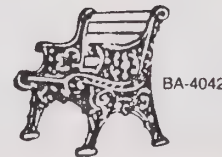
Where feasible, signs will be highlighted with exterior lighting. Internal sign illumination is discouraged; neon accepted, awnings may be backlit. Exterior fixtures will be in keeping with the downtown architectural theme.



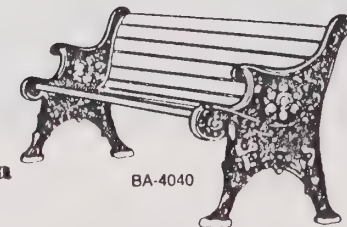
Battery Bench
Size: 48" and 60"



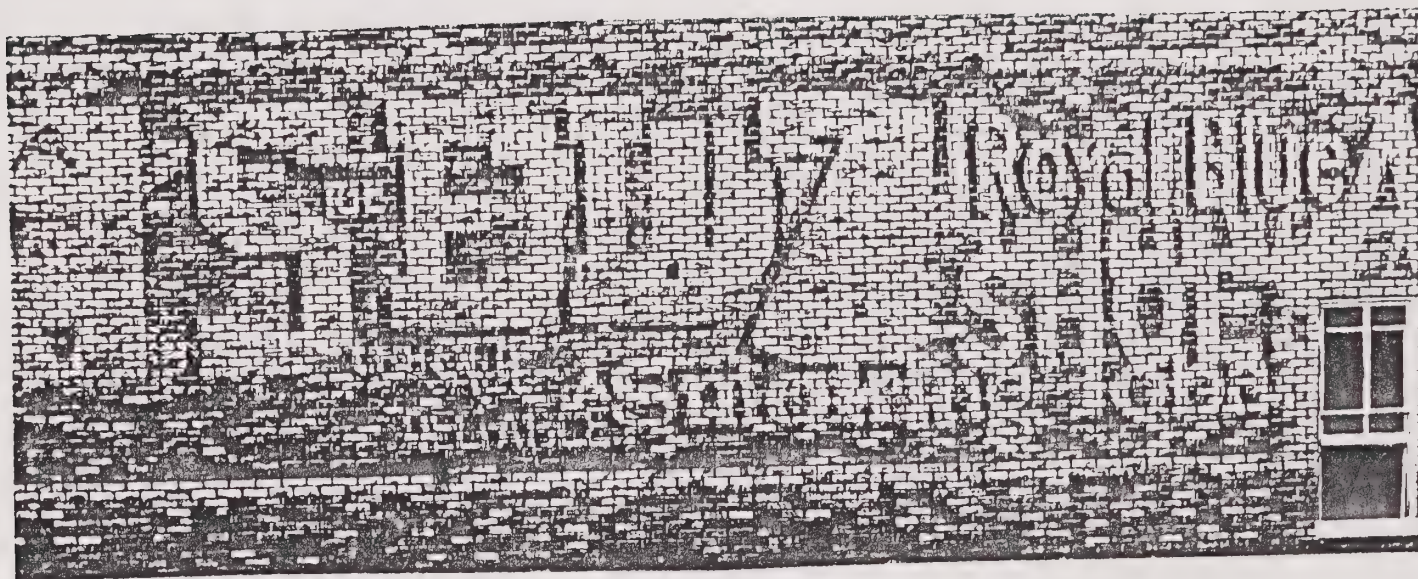
Battery Settee
Size: 18"



Santa Barbara Settee Size: 48"



Santa Barbara Bench
Size: 48" and 60"



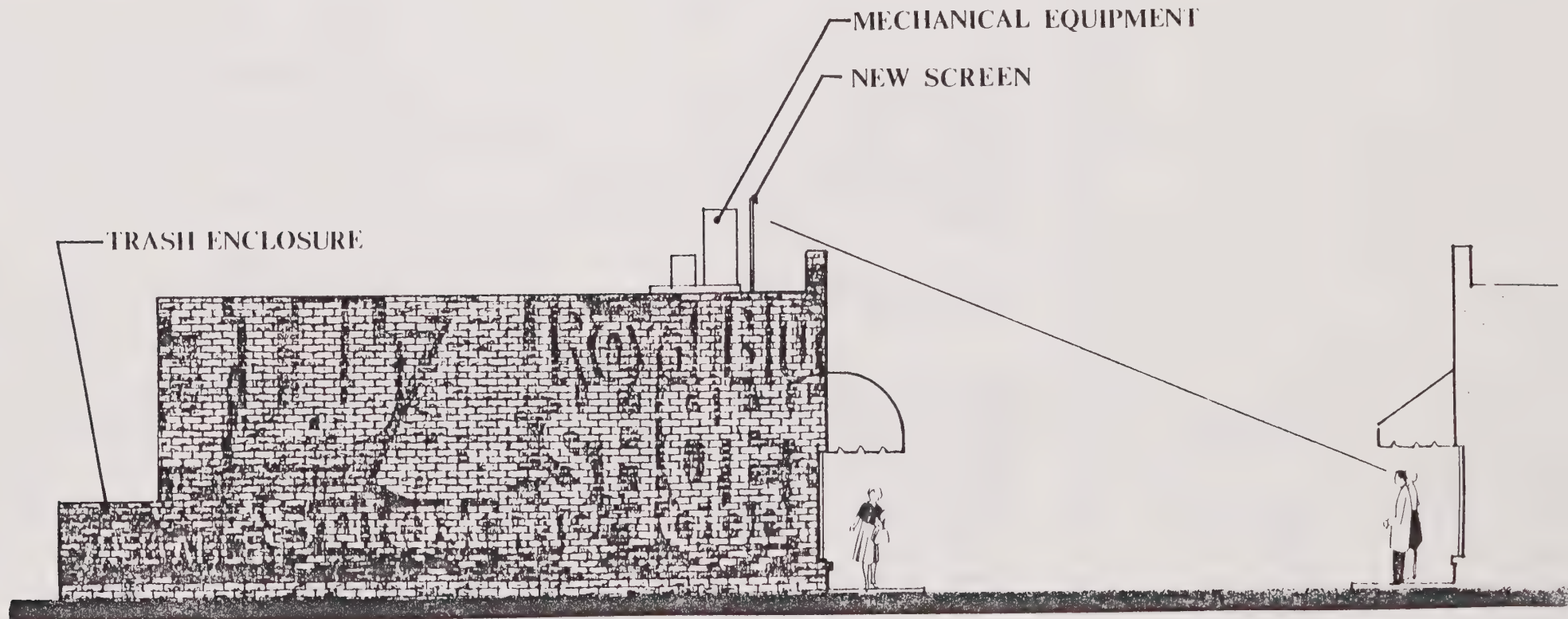
HISTORICAL SIGNS

Retention or re-creation of historical signs, such as those painted on brick which may be visible or become visible through the chemical removal of paint from old building surfaces, is encouraged. They are considered to be an architectural detail of the building and will not be counted in the overall sign area allowed.



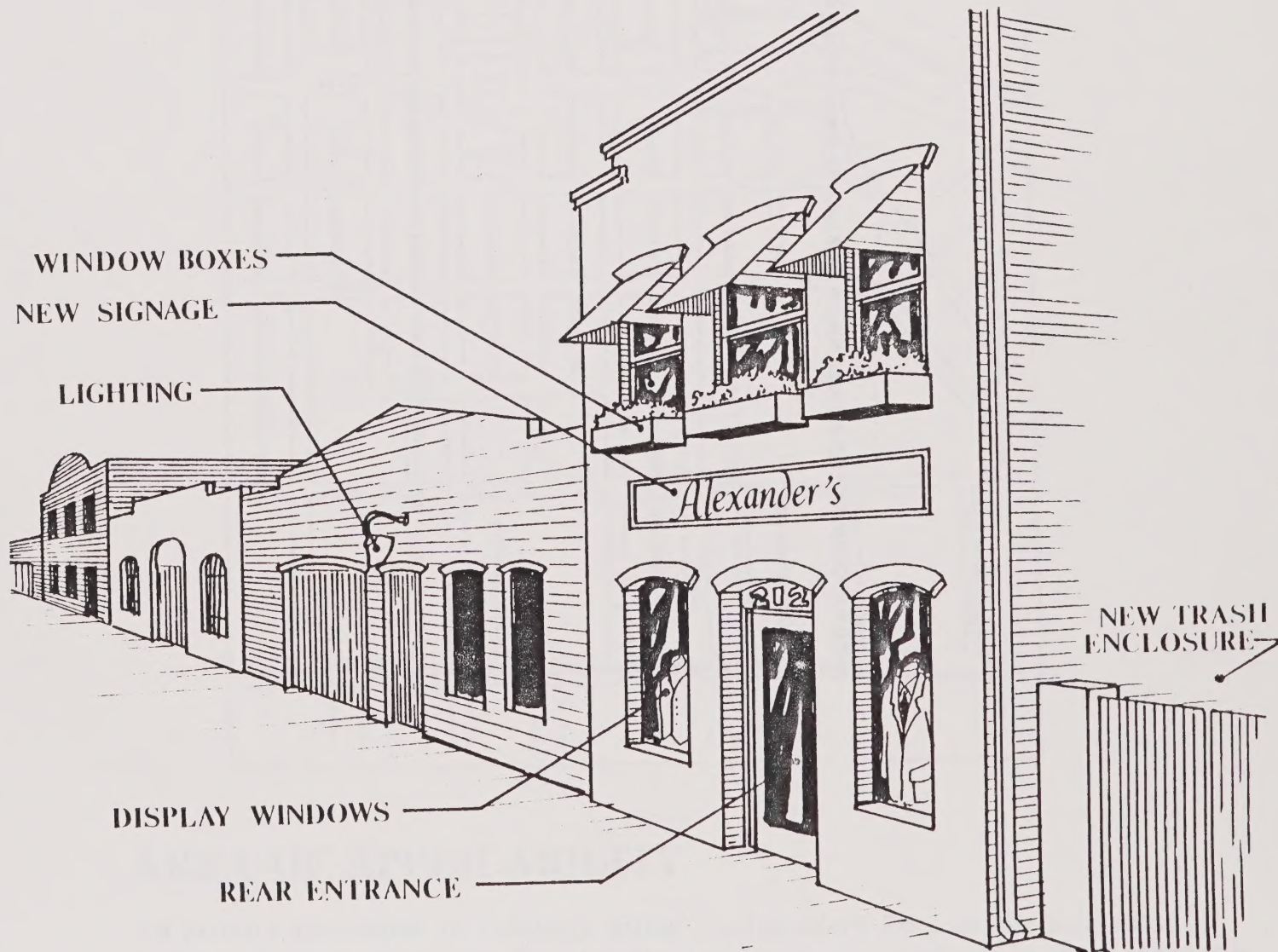
SCREENING OF HVAC AND TRASH ENCLOSURES

All roof screens and trash enclosures must conform architecturally to the design of the building they serve.



ALLEY AND REAR FACADES

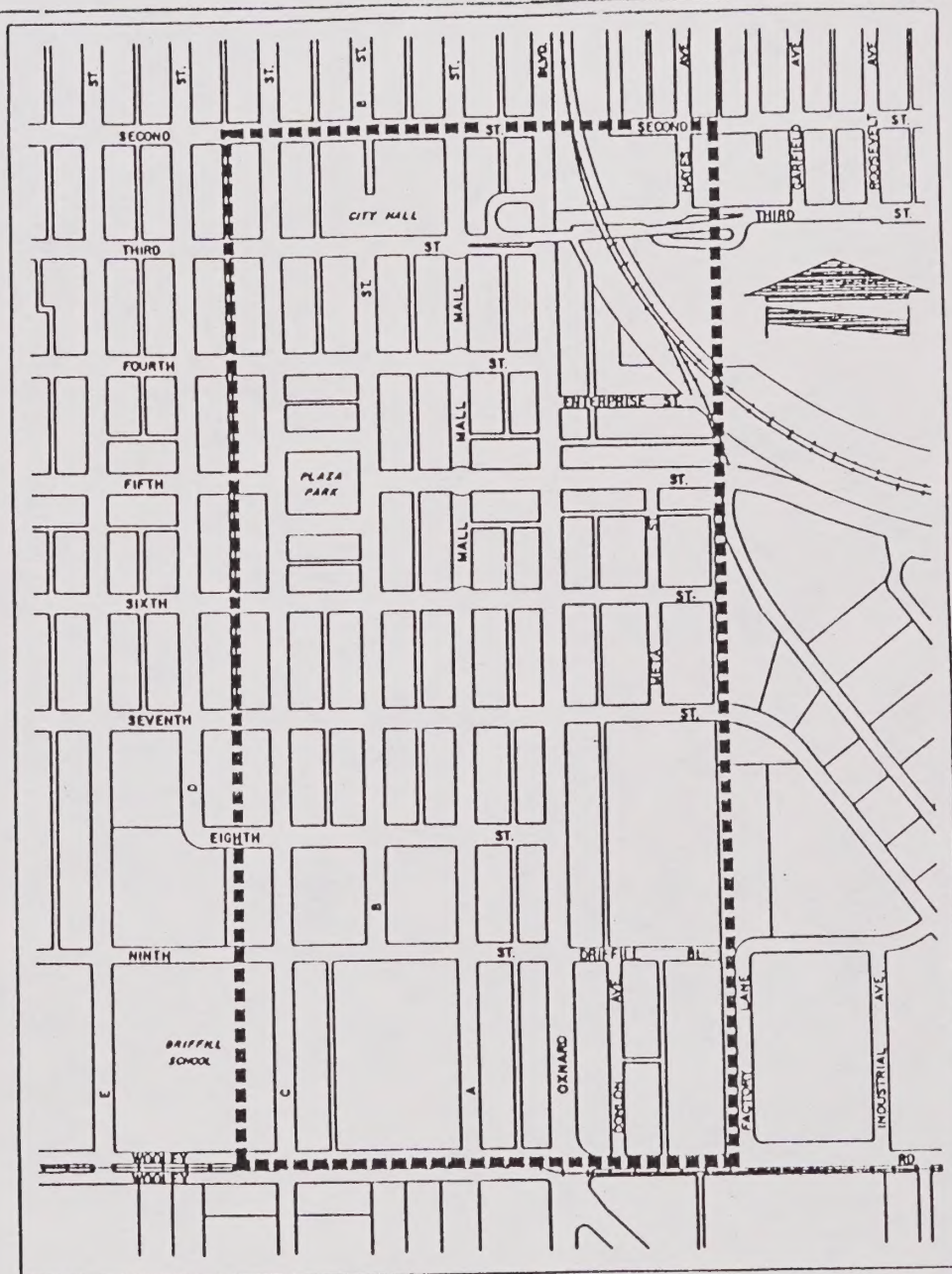
All sides of the building exposed to public view shall be treated to conform with the architectural theme of the area.



THE HISTORY OF THE COUNTY OF MIDDLESEX

BY JOHN G. CAMPBELL, ESQ., F.R.S., F.R.A.S., F.R.G.S., F.R.I.C., F.R.M.S., F.R.S.E., F.R.S.O., F.R.S.N., F.R.S.I., F.R.S.A., F.R.S.C., F.R.S.D., F.R.S.F., F.R.S.G., F.R.S.H., F.R.S.J., F.R.S.K., F.R.S.L., F.R.S.M., F.R.S.N., F.R.S.O., F.R.S.P., F.R.S.Q., F.R.S.R., F.R.S.S., F.R.S.T., F.R.S.U., F.R.S.V., F.R.S.W., F.R.S.X., F.R.S.Y., F.R.S.Z.





AREA OF APPLICABILITY

All exterior renovation of buildings within the boundary lines on the map must conform to these standards. New construction must also conform to these standards.



U.C. BERKELEY LIBRARIES



C124892499

UNIVERSITY OF CALIFORNIA

UNIVERSITY OF CALIFORNIA LIBRARY
1000 UNIVERSITY AVENUE
BERKELEY, CALIF. 94720-1550
(415) 848-5000
WWW.LIBRARY.UCB.EDU